
In re Application of:

Garth Close

Serial No.: 10/811,659

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Group Art Unit: 3634

Examiner: Purol, Sarah L.

For: System and Method for Product Display Arrangement and Rotation

Commissioner of Patents and Trademarks

Washington, D.C. 20231

Via EFS

RESPONSE TO NON-COMPLIANT AMENDMENT

Remarks

1. This response is to the Non-Compliant Amendment with mail date 7/17/2007.
2. Claims amendments and arguments are presented below. The text of Withdrawn claims is presented.

§102 Rejection of claims 1, 34, 35, 36, 37, 38, 39, 40, 45, 50, 51, 57, 58, 66, 67, and 68 **based on Jarecki '146.**

3. Applicant cancels some of the referenced claims and respectfully traverses the §102 rejection of other claims as noted below.
4. FIG. 2 below is an illustration of the shelf mounted device described by Jarecki (the '146 patent).

“... Referring to FIGS. 1 and 2 simultaneously, the **shelf display system 10 includes a base 11 which rests upon a standard warehouse store shelf 12**. The base 11 consists of a series of transversely extending crosspieces 13 which are mounted on longitudinally extending support rods 14. (Jarecki col 4, lines 21-27)

...
FIGS. 1, 2 and 4 also show the operation of the **rear box pullers, or rear container pullers**, shown generally at 21. As seen in FIG. 2, a rear box puller 21